



THE CITY OF SAN DIEGO

MEDIA ADVISORY

SENT: March 30, 2009

What: Census Bureau Begins Address Canvassing Operation
When: March 29, 2009
Where: All over the U.S., including San Diego County
Contact: Lynne Choy Uyeda-Gin, Media Specialist, U.S. Census Bureau
office - (818) 717-5824, cell - (818) 652-3074

The 2010 Census is about to launch its next operation, Address Canvassing. A preliminary wave will begin on March 29th, and the mass effort launches on April 6, 2009. The entire phase will conclude by June 19, 2009.

During Address Canvassing, the Census Bureau will put to work approximately 140,000 people to canvass all known streets and roads throughout the country. The canvassers will identify every living quarter where people live or could potentially live, and verify more than 145 million addresses.

For the first time in Decennial Census history, census workers will confirm, add, and delete addresses using a GPS-equipped hand-held computer. Each computer is so secure that it will work only when activated by the fingerprint of its assigned operator.

Each building or structure will receive Global Positioning System (GPS) coordinates to make sure it is also recorded in the right location.

Census workers also will update maps by adding new roads. This work will ensure that the census address list is complete so that everyone can be counted in the 2010 census.

On page two you will find images which you may use to prepare your story about this important Census 2010 operation.

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Address Canvassing photos:

http://www.census.gov/pubinfo/www/broadcast/photos/census_bureau/013404.html

http://www.census.gov/pubinfo/www/broadcast/photos/census_bureau/010610.html

Census bag:

<http://www.census.gov/pubinfo/www/broadcast/photos/img/CensusBag2-hi.jpg>

Census badge:

<http://www.census.gov/pubinfo/www/broadcast/photos/img/badge-hi.jpg>

Information About 2010 Census and time line:

http://2010.census.gov/2010census/about_2010_census/index.html

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